

WHAT IS CLAIMED IS:

1. An image display apparatus, comprising:
- ✓ an image display unit; and
  - 5 ✓ an image reproduction module that generates display video data, which is to be displayed on the image display unit,
- the image reproduction module having an image transition controller ✓ that uses a predetermined image selection mask to process a first image and a second image and thereby generate the display video data in the case of
- 10 changing display on the image display unit from the first image to an image including the second image in at least part of a display area of the first image,
- ✓ wherein the image transition controller comprises:
- ✓ a storage module that stores therein the first image, ✓ the second
  - 15 image, ✓ and a base selection mask having an image area of a smaller size than the at least part of the display area; and
- inherent
- a selection mask conversion module that converts the base selection mask into the image selection mask having an image area of an identical size with the at least part of the display area.
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2. An image display apparatus in accordance with claim 1, wherein the selection mask conversion module obtains the image selection mask through expansion/contraction of the base selection mask.
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3. An image display apparatus in accordance with claim 2, wherein the selection mask conversion module obtains the image selection mask by

setting the base selection mask as one block data and repeating the block data in a two-dimensional manner.

4. An image display apparatus in accordance with claim 1, wherein  
5 the selection mask conversion module obtains the image selection mask by setting the base selection mask as one block data and repeating the block data in a two-dimensional manner.

5. An image display apparatus in accordance with claim 1, wherein  
10 the image reproduction module further comprises an interface that is capable of reading data stored in a portable recording medium, and

at least one of video data representing the first image and the second image is read from a recording medium connected to the interface.